

## GUM-Red-Line Gallery Presents: Aristarkh Chernyshev “MetaConsumer”

23.12.2022 – 10.02.2023



On December 23, 2022, “MetaConsumer” – the solo exhibition of Aristarkh Chernyshev, one of the pioneers of Russian media art – is set to open at GUM-Red-Line Gallery. The event highlights artworks created in the last five years. The main theme is hyperconsumerism. The exposition also includes the sculpture “MetaConsumer”, created specifically for the exhibition. Project curator – Marina Fedorovskaya.

Crises, ascents, and breakdowns of economic systems, as well as the creation of breakthrough technologies bordering on sci-fi – these are the themes that Aristarkh Chernyshev mediates on in his works. Since 1991 he creates media sculptures, interactive objects, and conceptual projects in the genres of science fiction and speculative art. Chernyshev’s art is focused on the idea of information itself.

The exhibition highlights a number of projects in which Aristarkh Chernyshev artistically assimilates symbols and artefacts of the hyperconsumerism epoch. The artist brings a touch of aesthetics to his versions of smart gadgets and social media platforms, incorporating elements of AR. Consumers are enticed to take part in a better future with promises of a longer, happier, more fulfilling life.

Chernyshev’ projects are highly interactive and welcome active audience participation. The artist’s offers everyone the opportunity to participate in the media art performance art piece, join the fun, and even become a key element of the artworks presented in the gallery.

The programmatic artwork of the entire exhibition at GUM-Red-Line is “MetaConsumer” – a project that combines video, AR, and 3D printing. The unrestrained hyperconsumerism of regular people and the race for superprofits among corporations have brought humanity to the brink of destruction, believes the artist. Waste recycling is not enough when air, soil, and water pollution results in the extinction of whole species and presents a real danger to human civilization itself. We must change the basic principles that govern our economy and society.

The video installation “Personal information Organism” focuses on how biotechnologies are incorporated into modern economic models and promote one of the facets of hyperconsumerism: services that promise us respite from old age and sickness, if not eternal life.

Biotechnologies is also the theme of the project “No Color, No Taste, No Smell” – a sci-fi model of bodily functions reimaged as a shell of our personality that requires consistent upkeep. The dystopian video “Toxic Assets” narrates the dangers of freedom of choice and the struggle to discover new objects of consumption, while the series of five works “Commitment Economy” hyperbolically underscores image campaigns that force a whole slew of economic commitments upon consumers.

The info sculpture “Still Life Against the Background of a Crisis” underlines changes in economic concepts and technological process chains as key indicators of the state of modern society. The artwork is a large 3D-printed black skull centered inside a LED display that showcases the dynamics of oil stock prices over the last 15 years.

The dynamic light sculpture “Final Update” is a modern take on the baroque genre of vanitas, an allegory on the futility of terrestrial glory and human life. The traditional image of a skull as a symbol of the certainty of death is accompanied by a loading icon – the symbol of wasted time and hope for resurrection.

**The exhibition will conclude on February 10, 2023.**

**Project curator – Marina Fedorovskaya**

**GUM-Red-Line Gallery director – Igor Kazakov**

## **ADDITIONAL INFO**

### **Aristarkh Chernyshev**

Aristarkh Chernyshev (b. 1968) – one of the pioneers of Russian media art, icon of contemporary Russian art. Began his career in 1991. In 2000–2004, directed the media laboratory of the National Center of Contemporary Art in Moscow. In 1996–2005, created a series of projects, video installations, and interactive installations at the confluence of new media and contemporary art in tandem with Vladislav Efimov. In 2005, established the Electrobotique Gallery & Group together with Alexei Shulgin, created a series of projects and installations exploiting the speculative critique of media art. The projects were constantly featured in Russian and foreign museums, galleries, and institutions. Since 2011 teaches at the Rodchenko Photography & Multimedia School. Chernyshev’s artworks were featured at exhibitions hosted by the Science Museum in London, Aros Aarhus Kunstmuseum in Denmark, the Transmediale Festival in Berlin, Archstoyaniye Festival in Nikola-Lenivets, and many other venues and events. Participated in the 4th Moscow Biennale, Asian Art Biennale Meditation 2011, and 5th Seoul Mediacity Biennale. Won the 2009 Kandinsky Award. Works created in 2005–2018 are included in numerous art collections, most notably the collections of MAMM, Museum of Moscow Stella Art Foundation, and Ekaterina Foundation. Creates media sculptures, interactive objects, videos, and conceptual projects in the genres of sci-fi and speculative art, as well as concepts for new gadgets and services related to social media, genetic engineering, and other technologies. Chernyshev’s art is focused on the idea of information itself.

### **Marina Fedorovskaya**

Independent curator, journalist. Curator and one of the authors of the first GUM-Red-Line Gallery exhibition: “One Family” (2019). Cocurator of the Preview of the 5th Ural Industrial Biennial of Contemporary Art (GUM-Red-Line, 2019). Cocurator and author of the “Red Garden” exhibition (GUM-Red-Line, Red Square, 2021, together with Archstoyaniye Festival). Curator of Semyon Faibisovich’s solo exhibition “New World” (GUM-Red-Line, 2020). Cocurator of Evgeny Granilshchikov’s solo exhibition “The Circumstances of Insurmountable Time” (GUM-Red-Line, 2020/21). Cocurator and concept author of “Free Off” exhibition (2019, Fabrika CCI and MMOMA “Free Workshops” Contemporary Art School). In 1996–2016, worked as a culture section editor at OM, Harper’s Bazaar, Tatler, Numéro, as well as editor of the Tretyakov Gallery “Lavrus” Education Initiative, etc. Published articles in numerous publications, including The Art Newspaper Russia, Artchronicle, and Interview Russia.

### About the gallery:

GUM-RED-LINE Gallery occupies a space of 280 SM in the front of GUM. Its windows exit onto Red Square. Besides the spectacular architecture created by Alexander Pomerantsev, these halls bear an extraordinary historical heritage. This is the actual location of the Henri Brocard Gallery that was established right here all the way back in 1893. Henri Brocard was a famous Moscow perfumer and art collector. While maintaining the legacy of the past, GUM-RED-LINE Gallery acts as a starting point for the cultivation of a new cultural space where GUM customers can learn about contemporary art. **Opening hours: The gallery, located on Floor 3, Line 1, GUM, is open to visitors every day, 10 to 22.**



[www.gum-red-line.ru](http://www.gum-red-line.ru)

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